SM/BA 385: Event Portfolio

-Make sure to use proper verbiage, grammar, spelling, capitalization, and punctuation through your event portfolio. This is an official document and should be written as such. Points will be deducted for errors.

-Consider the best format for each part of the event portfolio. Some are best written as a paragraph. Other will be best portrayed in bullet points or charts. Some parts have the format dictated for you.

-Make sure you denote each separate part by the numbers used in this guide. For example, start each section with the number (1., 2., 3., etc.) used in the guide. Some parts need to be written on their own separate page as noted in this guide. You do not need to separate each subset part into a., b., c., or i., ii., iii., etc.

-Use the descriptions of each section (a., b., c., and i., ii., iii., etc.) as a guide of what needs to be included in each section to receive full credit for that section.

1. **Cover Letter**
    a. Name, Date, Class
2. **Event Description**
    a. General description of your event including:
        i. Sport
        ii. Class of sports (professional, semi-professional, college, high school, etc.)
        iii. Number of teams expected to participate
        iv. Date(s) of event
3. **Primary & Secondary Objectives (Chapter 1)**
    a. Write a primary objective for your event

i. Should be the overall direction for your event and will be the filter used for all parts of your portfolio moving forward

b. Write 2 secondary objectives for each letter of the P-A-P-E-R test covered in the Ch. 1 PowerPoint.
    i. Make sure each secondary objective is aligned with the primary objective
    ii. Make sure each sets a goal pertaining to the letter of the P-A-P-E-R test that it represents

4. Selecting a Host City/Venue (Chapter 4)

a. Request for Proposal
    i. List 3 cities/venues you would send a request to
        1. Explain why you would send to each
        2. City vs. venue should depend on the type of event you are hosting
    ii. Introduction
        1. Can include the general description of event from "Event Description"
    iii. Event Description
        1. More details including:
            a. Estimated number of participants
            b. Estimated number of fans
            c. Facts/stats for the event and previous hosts if event has been held before
            d. Facts/stats and previous hosts for similar events if your event is new
    iv. Event Schedule
        1. Sample event schedule (dates and times)
        2. Expected arrival and departure of participants and fans (dates and times)
    v. Definition of Ideal Host City/Venue
        1. Include ideal characteristics
        2. Include minimum requirements
    vi. Benefits to Host City
        1. Estimated number of attendees (participants/fans)
        2. Days in the market/area

3. Room nights
    a. Estimate based on how many rooms x # of nights that would be booked
4. Estimate economic impact
    a. Research average nightly hotel rates in each of the three areas that you are sending the RFP
        i. Show your calculations
        ii. Multiply by room nights to get total estimated hotel expenditures
    b. Estimate daily expenditures for participants/fans besides hotel expenditures (food, gas, etc.)
        i. Show your calculations
        ii. Add to hotel expenditures to get an economic impact total
5. Response Format
    a. Indicate how cities/venues should respond to the request
    b. Indicate a deadline for a response
6. City/Venue Choice
    a. Indicate which city/venue you will choose to host your event and why.
    b. This choice will dictate many other parts of your event portfolio

5. Develop an Event Budget

a. **Estimated Expenses (Chapter 2)**

i. Should be presented in bullet point or table format
ii. Make sure estimates match your event description
iii. Include at least 15 estimated expenses combined using the following areas: (include brief explanation of how you reach each estimate)
    1. Facilities Cost
    2. Player and Game Related
    3. Event Operations
    4. Marketing and Promotions
    5. Guest Management and Hospitality

6. Event Presentation

iv. Estimate your miscellaneous budget (include explanation)
v. Show calculated total estimated expenses with the 15 above and your miscellaneous budget
vi. Estimate your contingency budget (include explanation)

b. **Estimated Revenues (Chapter 3)**
   i. Should be presented in bullet point or table format
   ii. Make sure estimates match your event description
   iii. Give estimate revenues for all the following areas:
      1. Ticket Sales
         a. Build chart like on slide 6 to show ticket prices, price breaks (if any), and gross potential revenue for tickets (use 75-80%) of this number for ticket sales estimate
      2. Sponsorship and Advertising
         a. Estimate revenue you will need from sponsors
         b. Be realistic about your event's value to sponsors and which type of sponsors would be interested
      3. Merchandise
         a. Build chart like on slide 11 to support your estimate using per cap and number of expected attendees (taken from gross potential)
      4. Concessions
         a. Use a per cap estimate here as well
         b. Mention who you intend to handle concessions (internally or externally)
      5. Broadcasting
      6. Participation Fees
      7. Grants and Donations
         a. Make sure you explain your estimation here, including why you think people would be interested in donating
   iv. If you have no revenue in an area, please explain why.
   v. Compare your total estimated revenues with your total estimated expenses

1. What areas may need to be re-forecasted or adjusted to make your event budget work?

6. **Calendar of Critical Dates**
    a. Should be done in bullet point or table format
    b. Remember your set event date/dates
    c. List start and completion dates for the following elementary task:
        i. Develop an event budget
        ii. Create a schedule of events
        iii. Set up box office and sell tickets
        iv. Sell sponsorships
        v. Advertise and promote the event
        vi. Recruit, train, and orient staff
        vii. Set up and install the event
    d. Explode your calendar to include at least 2 supporting task or decision points for each elementary task
        i. Supporting tasks/decision points should assist you in completing each elementary task
        ii. List start and completion dates for each supporting task within the dates of the elementary task they support
    e. Describe your process of recruiting staffing for your event
        i. Choose your primary type of staffers based on what fits your event best and explain how you reached this conclusion
7. **Sponsorship Information (Chapter 6 and 7)**
    a. Choose sponsor for each level of sponsorship (Title, presenting, exclusive, non-exclusive/supplier
        i. Use realistic examples
        ii. Make sure higher levels equal higher costs and benefits
        iii. Make sure the total amount you could receive matches the estimated sponsor revenue from your event budget
    b. For each sponsor include:
        i. The cost of the sponsorship
            1. Make sure the cost aligns with the level of sponsorship
        ii. Why each sponsor would be interested in the event and at the level you listed them
    c. Build a sponsorship package for each sponsor (Ch. 7 slides 16-20)

i. Use chart format (example Ch. 7 slide 20)
ii. List at least 5 benefits for each sponsor
    1. Include details of these benefits (quantity, amount, etc.)
iii. Include cost of fulfillment to the event for each benefit
iv. Include perceived value for the sponsor
v. Include total cost of fulfillment and perceived value for each sponsor
    1. Remember the cost of fulfillment and value for each sponsor must align with the cost of the sponsorship

8. Event Promotion/Media Partnership (Chapter 8 & 9)

a. Write a press release that you will send out through media partners to announce the event for the first time. Should be at least 8 complete sentences. (Ch. 8/9 slides 10-11)
    i. Make sure you use proper language, spelling, and grammar
    ii. This release should be on its own page in your portfolio
    iii. Encourage the use of pictures and/or a logo for your event
    iv. Include which media mediums you would use to get this press release to potential fans
b. Pick 3 mediums (Ch. 8/9 slides 28-30) that you would use to promote your event
    i. Explain why these mediums best fit your event and target audience
    ii. For each medium, include a detailed strategy that includes:
        1. Specific media partners you would use
        2. Timing of promotion
        3. Types of promotion
        4. Main goal of each promotion

9. Community Partnership (Chapter 10 & 11)

a. Identify at least 3 potential negative effects/perceptions on the community where your event will be held.
b. Lists 2 very specific (names if possible) “gatekeepers” that you would interact with in an effort to influence the community’s attitudes and perceptions of the possible negative side-effects you listed above.
    i. Why did you choose these “gatekeepers”

ii. How can they help influence the community's perceptions about the potential negative effects of your event

10. Ticketing Strategies (Chapter 10 & 11)

a. Develop a detailed ticketing strategy for your event
   i. How will you promote the selling of tickets
      1. Ensure this is aligned with your promotion mediums discussed earlier
   ii. How far in advance will you start selling tickets? Explain why. (Ch. 10/11 slide 19)
   iii. What method(s) will you use to sell tickets? Why do these methods fit/work for your event? Explain why. (Ch. 10/11 slide 20)
   iv. What strategy will you use if tickets are not selling at the rate your hoped? Explain why. (Ch. 10/11 slide 21)
      1. Remember this strategy should be designed to improve the perception of the event, not necessarily a better way to sell tickets.

11. Presenting the Event (Chapter 12, 14, & 15)

i. Develop an event rundown schedule for the day of your event. (Ch. 12, 14, 15 slides 9 and 12)
ii. Use table/chart format
iii. List all activities that will need to be done on the event day, with times. At the least include:
   1. Staff arrival (may have more than one group/arrival time)
   2. Participant arrival
   3. Officials/referee arrival
   4. Parking/ticketing gates open
   5. Locker room set ups
   6. Branding/signage set ups
   7. Audio/video set up
   8. Event start time
   9. Breakdown/clean up
iv. Write a short PA script read for each of the 4 sponsors you choose for the event.

1. Should be 1-2 sentences promoting the sponsor's good or service.
2. Include when these PA reads would be read during the event.

12. Managing Risks (Chapter 12, 14, & 15)

a. Identify 3 possible risk scenarios at your event
b. Develop plans to help avoid each of these/remedy each risk scenario
    i. Possible remedies could include signage, accreditation, security and/or medical personnel, etc.
c. Include the following information as part of your risk control policies:
    i. Number of security and medical personnel on site for the event
    ii. Crowd control policies, limited access areas, and no access areas at your event
    iii. Bag policy and other banned item policies
    iv. Postponement and cancellation policy
        1. Include how you will handle previously purchased tickets for each

13. Post Event Press Release

a. Write a post even press release
    i. Detail the success of the event and why you deem that is was successful
    ii. Promote the future of the event including the possibility of the next event
    iii. Thank sponsors
b. This should be written in formal paragraph (6-8 complete sentences) format on its own page
    i. Use pictures or logos just like the pre-event press release
    ii. Make sure you use proper grammar, punctuation, spelling, and capitalization